

FINGERHUT MANUFACTURING COMPANY

WORLD'S LARGEST DISTRIBUTOR OF DISTINCTIVE SEAT COVERS FROM THE FINEST FABRICS
11 MCLELAND ROAD, ST. CLOUD, MINNESOTA

FROM THE OFFICE OF THE PRESIDENT:

Dear Friend:

If you would like the luxurious upholstery in your car to look as fresh and new at trade-in time as it does today...

...you'll want to consider a top-quality TRANSPARENT seat cover now -- before that expensive fabric gets a single blemish.

That's why I'm writing you now -- to tell you about new AIR-FLO, a totally new kind of TRANSPARENT seat cover that PROTECTS and DISPLAYS those handsome fabrics--while giving you comfort that ordinary covers can't match.

The AIR-FLO design is the most revolutionary development in transparent seat covers I've seen in 36 years of seat cover manufacture.

In fact, I am so enthusiastic about new AIR-FLO, (I've had it in my own car for over a year now) that I am willing to pay all the expenses if you will try a set in your car for 30 days...without taking any risk...without sending any money at all.

I'm not asking you to order a set just to look at in your living room. I want you to actually put them in your car...ride on them for 30 days, then pull them out and send them back, if you're not completely satisfied.

Now I know that if you don't like my covers, and you pull them out of your car and return them to me, they will be a total loss to our company. And I have never before, in all my years in this business, actually asked customers to do this. But I am so convinced that new AIR-FLO is superior in every way, that I don't feel I'm taking any real gamble at all.

All I ask is that you try a set - actually use a set for 30 days - to see for yourself that...

.....fabulous AIR-FLO will dress up your car interior and protect the upholstery against dirt, grime, grease, spilled ice cream, sticky candy for as long as you drive your car. New AIR-FLO can be wiped clean with a damp cloth, will fit each curve and corner of your upholstery without the sags and wrinkles you find in ordinary seat covers.

In fact, we give you a written guarantee that new AIR-FLO will last as long as you own your present car, so that even if you damage your seat covers, we will replace or repair the worn or damaged section for only a small service charge. (See enclosed sample guarantee.)

Look at the enclosed swatch. It is a full .013 of an inch thick. This 13 gauge material is used on the parts of AIR-FLO covers which receive the greatest wear. All other parts of the seat cover are made of durable vinyl .011 of an inch thick. By using this heavy, high grade material, we can guarantee your seat covers to last as long as you own your car. We are the only major seat cover company offering this All-Inclusive Guarantee on every set of seat covers we sell.

(over, please)

You could take the sample swatch out to your car now, and put it against the seat. But this little strip of AIR-FLO can't give you 1/10th of the sparkling, enriching effect of a full set. You have to see it to believe it, but you'll say so yourself: Your upholstery actually looks better when you see it through transparent AIR-FLO.

And wait till you open your door at night. When the light goes on, the beauty of your upholstery is actually magnified through sparkling vinyl. It's a beautiful sight - even more rich and luxurious than your upholstery alone can be.

What the swatch does show you is how strong and tough the AIR-FLO fabric is. You can freeze it in your refrigerator, pull it, stretch it, try to tear it -- put it to any test that you can think of -- to prove to yourself what we guarantee in writing.

Try a set of AIR-FLO in your car. Experience driving comfort that is impossible with ordinary plastic seat covers because ordinary covers don't let you ride on thousands of tiny "puffs" the way new AIR-FLO does, with its unique "air-pillow" design.

The enclosed folder gives you more information about this wonderful cover, our 30-day FREE inspection offer, and convenient 6-PAY PLAN. But here's the story in a nutshell...

Full Set....\$19.95, plus postage & handling ... (6 payments of \$3.83)
Front only..\$11.95, plus postage & handling ... (6 payments of \$2.43)

....30-day FREE inspection with no risk
....6-month payment plan
....enclosed all-inclusive guarantee

All you need to do to get a set for a 30-day "no-risk" trial, is fill out the Free Inspection Certificate I've enclosed. We'll rush, postpaid, a set of new AIR-FLO, perfectly tailored to fit your car.

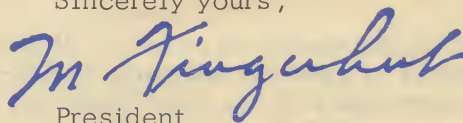
PLEASE DON'T SEND ANY MONEY NOW. I want you to try these covers in your car for 30 days without risking a single penny.

Then, if you are completely happy in every way, make your first payment. But, if you are not 100% satisfied, pull the covers out of your car, send them back, and owe nothing.

Either way, YOU TAKE NO RISK. Fingerhut Manufacturing Company is the only major seat cover company that guarantees every seat cover it sells for as long as you own your car. YOU WILL NEVER HAVE TO BUY ANOTHER SET OF SEAT COVERS FOR YOUR CAR.

But please hurry. Mail your Free Inspection Certificate today (we pay the postage) -- so we can RUSH your AIR-FLO seat covers as soon as possible.

Sincerely yours,



President

MF:arn

P.S. FREE BONUS GIFTS: Mail your certificate right away, and we'll send you an ensemble of accessories exactly matching your seat covers:
(1) Visor covers with handy pockets; (2) Door panel covers; (3) Litter bag to keep your new car neat and uncluttered. These gifts are yours to keep with our compliments - even if you decide to return the seat covers!

BUSINESS REPLY MAIL

No Postage Necessary If Mailed In The United States

POSTAGE WILL BE PAID BY

FINGERHUT MANUFACTURING CO.

11 McLeland Road

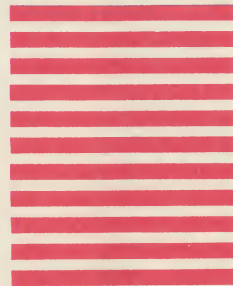
St. Cloud, Minnesota 56301

FIRST CLASS

Permit No. 307

St. Cloud, Minn.

VIA AIR MAIL



196674

FREE INSPECTION REQUEST FORM

FINGERHUT MANUFACTURING COMPANY: Please accept my order for a set of Fingerhut seat covers. If I am thoroughly pleased with the seat covers after my 30-Day Free Trial, I agree to pay for them under the liberal Fingerhut terms offered in your letter. Otherwise, I will return the covers to you within 30 days. The Free Gift is mine to keep in either case.

☐ COMPLETE SET, FRONT & REAR ☐ FRONT ONLY

PRINT NAME _____ PHONE NUMBER _____

PRINT ADDRESS _____

PRINT CITY _____ PRINT STATE _____ ZIP CODE _____

Examples of how to describe car:

1965
1964
1963

Plymouth
Ford
Chevrolet

Fury
Fairlane 500
Bel Air

2 Door (Hd. Top)
4 Door
4 Door (Sta. Wag.)

BODY

STYLE

YEAR _____ MAKE _____ MODEL _____ BODY STYLE _____

CAR YEAR _____ MAKE _____

MODEL _____ BODY STYLE _____

INDICATE DRAWINGS THAT MOST CLOSELY RESEMBLE YOUR FRONT AND REAR CAR SEATS

FRONT SEAT

BACK SEAT

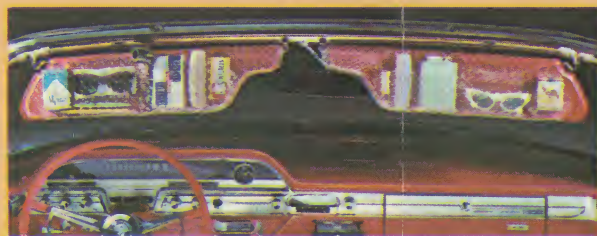


AOB-307

Front seat looks like number _____

Back seat looks like number _____

FOR OFFICE USE ONLY



**Complete protection for frontside
and backside of both visors!**

EXTRA BONUS GIFT

FREE PAIR of VISOR COVERS

Mail the enclosed coupon promptly and receive a \$2.95 pair of Visor Covers as an EXTRA FREE GIFT (in addition to your free pair of door panels)! They're perfect for holding cigarettes, comb, pen, maps, lipstick, etc.

It is not necessary to enclose this folder with your order form to receive your free gift.



FREE PAIR of DOOR PANELS

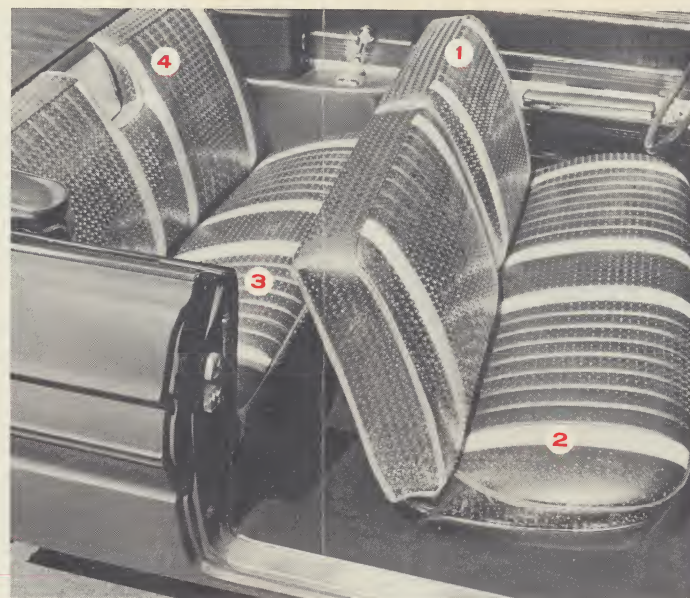
Prevent ugly scuff marks on your car doors with a FREE pair of transparent Door Panels. This is a \$2.95 value but you get a pair FREE OF CHARGE with your order of seat covers.

See EXTRA BONUS GIFT on other side

FINGERHUT MANUFACTURING COMPANY

(It is not necessary to enclose this folder with your order form to receive your Free gift.)

**New kind of transparent
seat cover lets you ride
on thousands of tiny
“air pillows”!**



1. Precision-tailored to fit every curve and corner.
2. Contains more plasticiser — absolutely transparent.
3. Extra heavy VinaGlass lasts as long as you own your car.
4. Chemically treated to prevent sun from fading, discoloring upholstery.

Before you risk a single ugly stain, scuff or rip in your car's handsome new upholstery, remember this:

A perfect, spotlessly clean interior—with its rich, harmonizing colors still aglow—can bring you as much as \$100.00 extra when you trade your car. And fitting your car seats now with transparent Air-Flo covers is the only way we know of to preserve their original showroom beauty and condition, while enjoying true air-ride comfort.

No other seat cover at any price (even up to \$20 more) can give you the riding comfort, long-lasting “see-through” beauty and protection of new Air-Flo. For Air-Flo's remarkable “air pillow” design makes it far superior to any transparent seat covers you've ever seen, heard about or owned.

With Air-Flo covers, you sit comfortably on thousands of tiny “puffs” embossed right into the material. As a result, your Air-Flo covers don't “flatten out.” They stay cooler than ordinary plastic covers in hot weather. They stay soft and supple in winter—resist stiffening and cracking even in sub-zero weather. Your Air-Flo covers maintain their *just-right* feel and riding quality the year around.

You'll never have a worry, either, about protecting and preserving the beauty of your new car's upholstery. Air-Flo covers will do it *permanently*. They are precision-engineered of heavy duty VinaGlass and chemically treated to filter out the harmful rays of the sun that fade and yellow other covers. They are completely non-absorbent and washable, and will completely protect your new upholstery against dirt, dust, stains and moisture. In fact, we guarantee in writing that new Air-Flo will last as long as you own your car. **YOU WILL NEVER HAVE TO BUY ANOTHER SET OF SEAT COVERS FOR YOUR CAR.**

FREE 30 DAY INSPECTION ➤

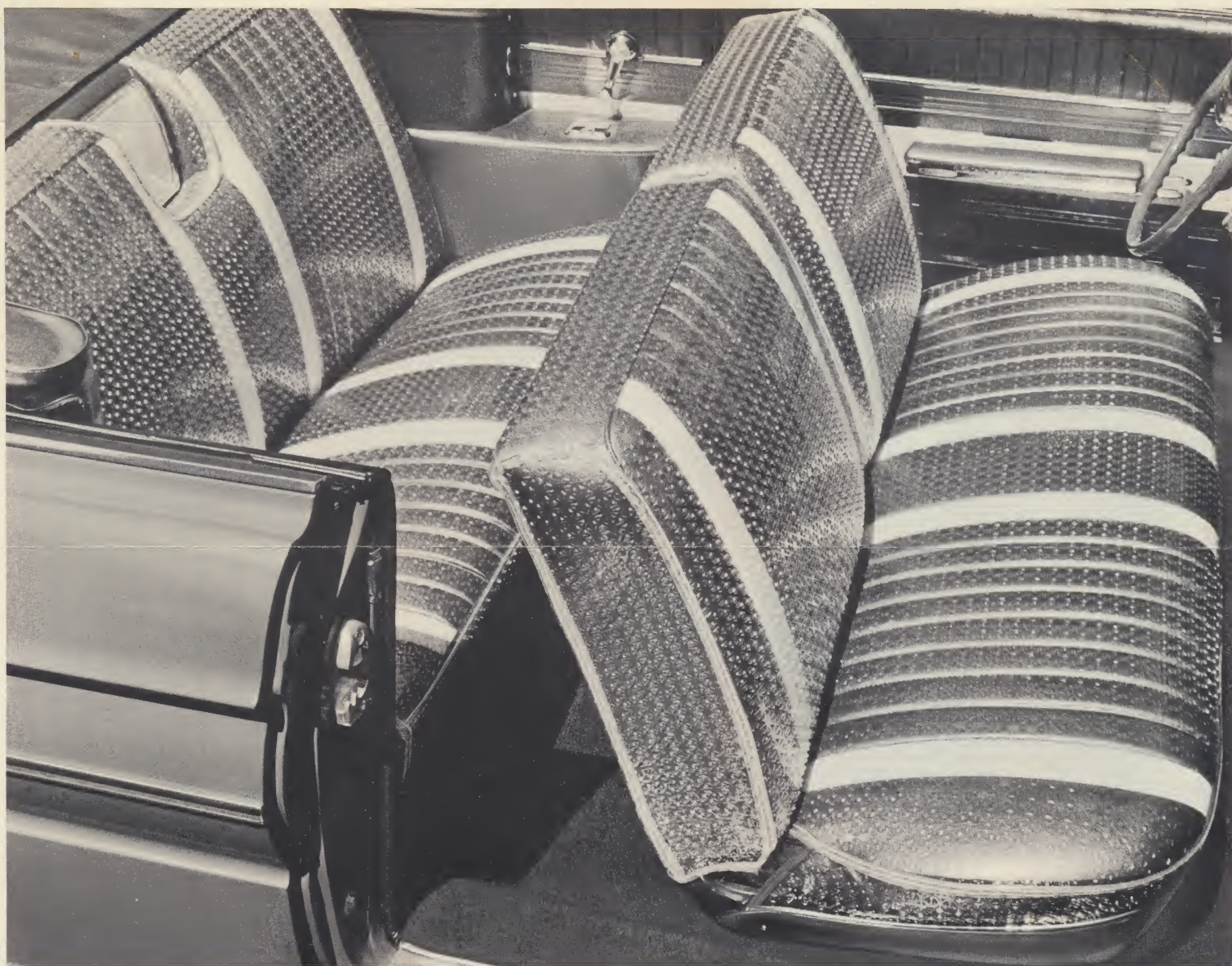
Fill in and mail the enclosed Inspection Form. We will send you a tailored set of covers you can inspect for 30 days without risk. You don't pay the postman a thing.

MONTHS TO PAY ➤

You can pay for your covers on our easy monthly payment plan. The first payment is not due until 30 days after you receive the covers!

ALL-INCLUSIVE GUARANTEE ➤

You will never have to buy another set of covers for your car because we give you a written guarantee that we will repair or replace your covers for only a small service charge if, for any reason, they are ever worn or damaged. (See guarantee enclosed.)



Precision-tailored to fit your make and model car, including station wagons, compacts, and console models.

**Yours from Fingerhut—world's largest distributor
of quality seat covers!**

AIRFLO

The transparent seat cover that gives you the unmatched comfort of "riding on air" . . . while it protects the rich show-room look of your car's upholstery!

YOU MAY THINK WE'RE CRAZY

*but we promise you that if you buy a set of our
precision tailored auto seat covers*

**YOU WILL NEVER HAVE TO BUY
ANOTHER SET OF COVERS FOR YOUR CAR**

because we are the only major seat cover company that gives you an

All-Inclusive Guarantee

on every set of seat covers we sell.

If you purchase a set of Fingerhut covers, and for any reason in the world they are damaged, because of wear or even accidentally, you need only return the guarantee form shipped with your covers, and we will replace the worn or damaged section (front back, front cushion, rear back, rear cushion) for only \$1.98 postage and handling charge per section.

It's hard to believe, isn't it? But it's absolutely true and we back it up in writing with a guarantee on every set of Fingerhut covers.

Remember—this guarantee applies for as many years as you own the car and regardless of what caused the damage!

Our reason for this guarantee is simple: A satisfied customer is our very best business asset.

We feel certain you will be more than satisfied with Fingerhut precision-tailored

covers even if you never have to take advantage of the guarantee because they are made with a superior grade of seat cover fabric.

It is superior for good reasons, too. It is a thick, heavyweight material! Fingerhut seat covers feature the finest vinyl fabric and expert tailoring to give your car interior lasting beauty and protection.

In Fingerhut

FINGERHUT MFG. CO.
11 McLeland Road
St. Cloud, Minnesota

